



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Contract # 1358298

Schedule Dates 08/23/12-08/29/12
Advertiser Crossroads GPS (42237)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand CROSSROADS GPS 8/23 (468817)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CLOYD, ELISE
Phone/Fax /
CPE 1955
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments CROSSROADS GPS 8/23

Date Entered 08/21/12
Last Modified 08/28/12
Entered By Nancy Brutus
CO-OP No
Headline # 06289673
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,200.00
Net Total \$40,800.00
Sales Tax

West Palm Beach (WPEC)

By Broadcast Month	Spots	Rate
Aug. 2012	32	\$30,540.00
Sep. 2012	29	\$17,460.00
Grand Total:	61	\$48,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/23/12-08/24/12	3	:30	9A- 10A (EST)	2				X	X			2	\$300.00	\$600.00	West Palm Beach (WPEC)		8/21/12
2.0	Normal Line / SPOT (2)	08/23/12-08/24/12	3	:30	11A- 12P (EST)	2				X	X			2	\$415.00	\$830.00	West Palm Beach (WPEC)		8/21/12
3.0	Normal Line / SPOT (3)	08/23/12-08/24/12	3	:30	4P- 5P (EST)	2				X	X			2	\$450.00	\$900.00	West Palm Beach (WPEC)		8/21/12
4.0	Normal Line / SPOT (4)	08/23/12-08/24/12	3	:30	5P- 5:30P (EST)					1	1			2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/21/12
5.0	Normal Line / SPOT (5)	08/23/12-08/24/12	3	:30	5:30P- 6P (EST)					1	1			2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/21/12
6.0	Normal Line / SPOT (6)	08/23/12-08/24/12	4	:30	11:35P- 12:35A (EST)					2	2			4	\$340.00	\$1,360.00	West Palm Beach (WPEC)		8/21/12
7.0	Normal Line / SPOT (7)	08/23/12-08/26/12	3	:30	11P- 11:35P (EST)	3				X	X	X	X	2	\$1,050.00	\$2,100.00	West Palm Beach (WPEC)		8/21/12
7.0.1	Closed Preempt (7)	08/23/12															West Palm Beach (WPEC)	Pre-empt/Exception -	
8.0	Normal Line / Prime (8)	08/23/12-08/23/12	2	:30	10P- CBS-Person of Interest (Thursday)					2				2	\$2,100.00	\$4,200.00	West Palm Beach (WPEC)		8/21/12
9.0	Normal Line / Football (9)	08/24/12-08/24/12	2	:30	8P- Sports-CBS NFL Preseason						3			3	\$1,800.00	\$5,400.00	West Palm Beach (WPEC)		8/21/12
10.0	Normal Line / Football (10)	08/25/12-08/25/12	2	:30	8P- Sports-CBS NFL Preseason							3		3	\$1,800.00	\$5,400.00	West Palm Beach (WPEC)		8/21/12
11.0	Normal Line / SPOT (11)	08/26/12-08/26/12	2	:30	8A- 9A (EST)								2	2	\$300.00	\$600.00	West Palm Beach (WPEC)		8/21/12
12.0	Normal Line / SPOT (12)	08/26/12-08/26/12	3	:30	6:30P- 7P (EST)								1	1	\$450.00	\$450.00	West Palm Beach (WPEC)		8/21/12

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13.0	Normal Line / SPOT (13)	08/26/12-08/26/12	3	:30	7P- 8P (EST)								1	1	\$3,750.00	\$3,750.00	West Palm Beach (WPEC)		8/21/12
14.0	Normal Line / Prime (14)	08/26/12-08/26/12	2	:30	9P- CBS-The Good Wife (Sunday)								1	1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		8/21/12
15.0	Normal Line / Prime (15)	08/26/12-08/26/12	2	:30	10P- CBS-The Mentalist (Sunday)								1		\$1,500.00		West Palm Beach (WPEC)		8/21/12
15.0.1	Closed Preempt (15)	08/26/12															West Palm Beach (WPEC)	Pre-empt/Exception -	
16.0	Normal Line / SPOT (16)	08/27/12-08/29/12	3	:30	9A- 10A (EST)	3	X	X	X					3	\$300.00	\$900.00	West Palm Beach (WPEC)		8/21/12
17.0	Normal Line / SPOT (17)	08/27/12-08/29/12	3	:30	11A- 12P (EST)	3	X	X	X					3	\$415.00	\$1,245.00	West Palm Beach (WPEC)		8/21/12
18.0	Normal Line / SPOT (18)	08/27/12-08/29/12	3	:30	12P- 12:30P (EST)		1	1	1					3	\$525.00	\$1,575.00	West Palm Beach (WPEC)		8/21/12
19.0	Revised Line / SPOT (19)	08/29/12-08/31/12	3	:30	4P- 5P (EST)	3			X	X	X						West Palm Beach (WPEC)		8/21/12
19.1	Normal Line / SPOT (19)	08/29/12-08/29/12	3	:30	4P- 5P (EST)				3					3	\$450.00	\$1,350.00	West Palm Beach (WPEC)		8/28/12
20.0	Normal Line / SPOT (20)	08/27/12-08/29/12	3	:30	5P- 5:30P (EST)		1	1	1					3	\$600.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
21.0	Revised Line / SPOT (21)	08/29/12-08/31/12	3	:30	5:30P- 6P (EST)				1	1	1						West Palm Beach (WPEC)		8/21/12
21.1	Normal Line / SPOT (21)	08/29/12-08/29/12	3	:30	5:30P- 6P (EST)				3					3	\$600.00	\$1,800.00	West Palm Beach (WPEC)		8/28/12
22.0	Normal Line / SPOT (22)	08/27/12-08/29/12	4	:30	11:35P- 12:35A (EST)		2	2	2					6	\$340.00	\$2,040.00	West Palm Beach (WPEC)		8/21/12

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23.0	Revised Line / SPOT (23)	08/29/12-08/31/12	3	:30	11P- 11:35P (EST)				1	1	1						West Palm Beach (WPEC)		8/21/12
23.1	Normal Line / SPOT (23)	08/29/12-08/29/12	3	:30	11P- 11:35P (EST)				3					3	\$1,050.00	\$3,150.00	West Palm Beach (WPEC)		8/28/12
24.0	Normal Line / Prime (24)	08/27/12-08/27/12	3	:30	10P- CBS-Hawaii Five-O (Monday)		1							1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
25.0	Normal Line / Prime (27)	08/28/12-08/28/12	2	:30	10P- CBS-CBS News The Republican National Convention			1						1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
26.0	Normal Line / SPOT (26)	08/23/12-08/24/12	3	:30	12P- 12:30P (EST)					1	1			2	\$525.00	\$1,050.00	West Palm Beach (WPEC)		8/21/12
27.0	Normal Line / SPOT	08/26/12-08/26/12	10	:30	11P- 11:35P (EST)								1	1	\$0.00	\$0.00	West Palm Beach (WPEC)		8/28/12

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